UNIVERSITI TEKNOLOGI MARA

TAJDID LIFESTYLE LITERACY AND CONSUMPTIONS OF HALAL PRODUCTS: A MULTI-GROUP ANALYSIS OF MUSLIM URBAN MILLENNIALS

PURNOMO BIN M ANTARA

Thesis submitted in fulfillment
of the requirements for the degree of
Doctor of Philosophy
(Business Management)

Faculty of Business Management

May 2022

ABSTRACT

The lack of a systematic approach in assessing factors affecting the prediction of behaviour to create effective marketing communication is becoming a growing concern, especially in the Halal products consumption context. There are many reasons why a particular Halal product message may not move people to behaviour change as intended. Other than identifying the salient beliefs, there could be factors that moderate the relationship between intention and actual behaviour. This study identifies two factors that could moderately affect the relationship between intention and actual behaviour. Besides, there is an urgent need to assess the level of Tajdid lifestyle literacy of the Muslim Urban Millennials (MUM) to systematically understand the current and potential role of literacy in Halal products consumption. Thus, a systematic approach is needed to identify and manage a compelling message in marketing communication. This research aims to conceptualise and operationalise the Integrative Model of Behavioural Prediction (IMBP) to predict, change, and reinforce the consumption of Halal products among MUMs. This study explicates how the IMBP can be used in Halal products interventions to design maximally effective messages for MUMs populations. This research is based on data obtained from a survey questionnaire polling MUM's behaviour regarding Halal products consumption. There are four hundred thirty respondents involved in the final survey research. Then, the data were analysed with PLS-SEM using Smart PLS software version 3.3.3 to evaluate and determine the factors determining the intention and actual behaviour of Halal products consumption. The moderating analysis examined the moderating effect of behavioural skills and environmental constraints between intention and actual behaviour. The multi-group analysis (MGA) was also analysed to explore the differences between the high literate and the low literate groups. The research suggests that overall MUM generation's behaviour in consuming Halal products is mainly affected by their attitude. Besides, only behavioural skills moderate the relationship between intention and actual behaviour in consuming Halal products. There are also differences between high and low literate groups regarding salient beliefs that affect their attitude toward consuming Halal products. The study results also suggested that a holistic strategic approach is needed to assess the factors that affect Mum's attitude toward Halal products consumption. It is hoped that the study can contribute to improving marketing communication management in creating a compelling message for promoting Halal products in Malaysia.

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my PhD and for completing this long and challenging journey successfully.

Alhamdulillah,

I would like to express my sincere gratitude to my advisor Prof. Kehormat Dr Rosidah Musa, for the continuous support of my PhD study and related research and for her patience, motivation, and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis. I could not have imagined having a better advisor and mentor for my PhD study.

Last but not least, I would like to thank my family: my parents (M Antara Saring and Morni Harun), and my wife (Adila Talip), and my brothers (Luthfi Rijalul Fikri and Mulyadi), and sisters (Santi and Tri Haryani), and my friends for supporting me spiritually throughout writing this thesis and my life in general.

TABLE OF CONTENTS

		Page
CONFIRMATION BY PANEL OF EXAMINERS		**ii**
AUTHOR'S DECLARATION		**iii**
ABSTRACT		**iv**
ACKNOWLEDGEMENT		**v**
TABLE OF CONTENTS		**vi**
LIST OF TABLES		**xvii**
LIST OF FIGURES		**xxi**
LIST OF ABBREVIATIONS		**xxiii**
CHAPTER ONE INTRODUCTION		**1**
1.1	Preamble	1
1.2	Background of Study (Halal Economy in Malaysia)	1
1.3	Problem Statement	9
1.4	Research Questions	11
1.5	Research Objectives	13
1.6	Proposed Conceptual Framework	14
1.7	Scope of the Study	15
	1.7.1 Research Setting	15
	1.7.2 Unit of Analysis	17
1.8	Significance of the Study	17
	1.8.1 Theoretical Perspective	17
	1.8.2 Practical Perspective	18
	1.8.2.1 To the Company	*18*
	1.8.2.2 To the Nation (Muslims Community) and Economy	*19*
1.9	Definition of Terms	19
	1.9.1 Halal Literacy	19
	1.9.2 Islamic Financial Literacy	19

1.9.3 Islamic Fashion Literacy 20
1.9.4 Islamic Entertainment Literacy 20
1.9.5 Attitude 20
1.9.6 Perceived Norms 21
1.9.7 Self-Efficacy 21
1.9.8 Intention towards Behaviour 21
1.9.9 Actual Behaviour 21
1.9.10 Behavioural Skills 22
1.9.11 Environmental Constraints 22
1.9.12 Outcome Beliefs 22
1.9.13 Injunctive Normative Beliefs 22
1.9.14 Descriptive Normative Beliefs 23
1.9.15 Efficacy Beliefs 23
1.10 Organisation of Thesis 23

CHAPTER TWO LITERATURE REVIEW 26

2.1 Preamble 26
PART I: THE CONCEPT OF THE TAJDID LIFESTYLE (HALAL AND WAY OF LIFE) 28
2.2 Basic Concept of Halal 28
2.3 Halal is a Way of Life - The Introduction of Tajdid Lifestyle Behaviour 29
2.4 The Main Halal Sectors 30
2.4.1 Halal Food Sector 30
2.4.2 Halal Pharmaceuticals and Cosmetics 31
2.4.3 Modest / Islamic Fashion Sector 31
2.4.4 Halal Media and Recreation 32
2.4.5 Halal Travel and Tour 32
2.4.6 Islamic Finance 32
2.5 The Muslim Urban Millennials (MUMs) as a Marketing Target for Halal Lifestyle Products 33
PART II: BEHAVIOURAL PREDICTION THEORIES AND LITERACY CONCEPT 34